

**Registration now open!**

[ndna.com/convention](https://ndna.com/convention)

# Growing Together

and cultivating the future



**136th Annual NDNA Convention**  
**May 5-7, 2022**  
**Radisson Hotel • Bismarck, ND**

**NDNA**  
NORTH DAKOTA NEWSPAPER ASSOCIATION

## Thursday, May 5

- 3:00 p.m. Board of Directors Meeting**  
*Executive Conference Room*
- 4:00 p.m. Registration opens**  
*Ballroom Foyer*
- 5:30 p.m. MEET & GREET / GRAND HORS D'OUVRES**  
*Ballroom (Rembrandt side)*
- 7:00 p.m. Candidate Forum: Sec. of State candidates: Michael Howe (R), Marvin Lepp (R), & Jeffrey Powell (DFL); & Atty. Gen. candidates: Drew Wrigley (R, incumbent) & Timothy Lamb (DFL). Moderators: Dave Thompson, Prairie Public News Director & Sarah Elmquist Squires, NDNA Executive Director**  
*Ballroom (Picasso/DaVinci side)*

## Friday, May 6

- 7:30 a.m. Registration desk opens**  
*Ballroom Foyer*
- 8:00 a.m. BREAKFAST BUFFET & WELCOME, with "State Archives update"**  
*Lindsay Meidinger, Electronic Records Archivist, State Historical Society of North Dakota*  
*Ballroom (Rembrandt side)*
- 8:30 a.m. Silent Auction Opens**  
*Ballroom Foyer*
- 9:00-10:00 a.m. OPENING SESSION: "Legal Updates"**  
*Jack McDonald, NDNA Legal Counsel, also with update from Tom Simon, reporter for Coyote Radio 98.5 and Williston Trending Topics News Radio Live*  
*Ballroom (Picasso/DaVinci side)*
- 10:10-11:10 a.m. CONCURRENT SESSIONS:**
- **"Editorial writing/Crafting impactful leads"**  
*Cecile Wehrman, publisher/editor, Journal Publishing, Crosby, N.D., and Korrie Wenzel, publisher, Grand Forks Herald*  
*Renoir/Russel*
  - **"Transition planning"**  
*Kelsey Majeske, publisher, NorDak Publishing, S.D., and Julie Bergman, owner, Julie Bergman Group, Minn.*  
*Van Gogh/Remington*
- 11:15 a.m. -Noon BETTER NEWSPAPER CONTEST**  
*Ballroom (Rembrandt side)*
- **Advertising Awards**
- 12:15-1:15 p.m. LUNCH & "Revenue and Readership: Rescuing and Reviving Rural Journalism"**  
*Lunch Speaker: Teri Finneman, Associate Professor of Journalism, University of Kansas*  
*Ballroom (Rembrandt side)*
- 1:30 p.m.-2:30 p.m. BETTER NEWSPAPER CONTEST**  
*Ballroom (Rembrandt side)*
- **News/ Editorial Awards**
  - **Photography Awards**
  - **Photos of the Year**
- 2:45- 3:45 p.m. GENERAL SESSION: "Dakota Spotlight"**  
*James Wolner, producer, Dakota Spotlight Podcast, N.D.*  
*Ballroom (Picasso/DaVinci side)*

4:00- 5:15 p.m.

### CONCURRENT SESSIONS:

- **"Photography roundabout- bring your camera!"**  
*Mike McCleary, Photojournalist, Bismarck Tribune, N.D.*  
*Renoir/Russel*
- **"Our BEST Sales Ideas Roundtable"**  
*Paul Erdelt, publisher/editor, Steele Ozone & Kidder County Press, N.D. and Tara Klostreich, publisher/editor, Daily News, Wahpeton, N.D.*  
*Van Gogh/Remington*

5:45 p.m.

### Past Presidents' Social

*Ballroom Foyer*

5:50 p.m.

### Annual Group Photo

*Meet in Ballroom Foyer*

6:15 p.m.

### Silent Auction Closes

*Ballroom Foyer*

6:30 p.m.

### SPECIAL AWARDS BANQUET

*Ballroom*

- **Introduction of new NDNA President**
- **50 Year Club Recipient (Barry Amundson, The Forum of Fargo-Moorhead)**
- **Hall of Fame Induction (Steve Andrist, Former publisher/editor of The Journal, Crosby, & Tioga Tribune; & former NDNA Exec. Director)**
- **Silent Auction winners / Live Auction**
- **BETTER NEWSPAPER CONTEST**  
**Special Awards:**
  - **Rookie Reporter of the Year**
  - **Public Notice Journalism Award**
  - **Community Service Award**
  - **First Amendment Award**
  - **General Excellence Awards**
  - **Sweepstakes Awards**

9:00 p.m.

### Hospitality Lounge & "50/50 Raffle"

*Hotel Lounge on 1st Floor*

## Saturday, May 7

8:00 a.m.

### Registration Desk Opens

*Ballroom Foyer*

8:00 - 9:00 a.m.

### BREAKFAST BUFFET & ANNOUNCEMENTS, with "NDNC update" from Jill Denning Gackle and Steve Andrist, co-chairs of N.D. News Cooperative

*Ballroom (Rembrandt side)*

8:45 - 9:30 a.m.

### "NDNA & Education Foundation annual meetings"

*Ballroom (Rembrandt side)*

9:35-10:35 a.m.

### "Sports Huddle" led by Matthew Semisch, Sports Editor, Bottineau Courier

*Ballroom (Picasso/DaVinci side)*

10:45 a.m.-Noon

### PANEL: "Connecting with new journalists"

*Ballroom (Rembrandt side)*

- **Karen Bauer, Asst. Professor of Journalism, BSC, Bismarck, N.D.**
- **Malcolm Jason, Asst. Professor of Communication, Univ. of Jamestown, N.D.**
- **Ross Collins, Professor of Communication, NDSU, Fargo, N.D.**
- **Amy Hollar, Instructor, University of Mary, Bismarck, N.D.**



## Candidate forum

Sec. of State candidates Michael Howe (R), Marvin Lepp (R), & Jeffrey Powell (DFL); & attorney general candidates Drew Wrigley (R, incumbent), & Timothy Lamb (DFL), will share their visions for the future of ND during this debate forum, moderated by NDNA Exec. Dir. Sarah Elmquist Squires & Prairie Public News Dir. Dave Thompson.

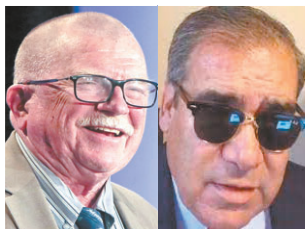
## State Archives update

In the heart of the State Historical Society Archives reading room, researchers quietly pore over illuminated microfilm, searching newspaper archives from decades ago. The state's vast archives are catalogued for the public, and many have been digitized into completely searchable online newspaper archives. How is your newspaper preserved, and what can you do to get those records digitized? Learn more about it with **Lindsay Meidinger** and **Shane Molander** from the **North Dakota Historical Society** over breakfast.



## Legal updates with Jack McDonald

**NDNA Legal Counsel Jack McDonald** will provide go over the ins and outs of open meetings/open records in North Dakota, providing updates on what's new for news gatherers. **Tom Simon**, whose cell phone was seized by the state BCI this year, will also give an update on the fallout from the state's misstep.



## Editorial writing/ Crafting impactful leads

**Cecile Wehrman**, publisher/editor, **Journal Publishing**, and **Korrie Wenzel**, publisher, **Grand Forks Herald**

How do you approach a sticky local topic and make readers understand why it matters? How can you draw in readers with a lead like no other? Check out this editorial session to hone your writing skills and ensure your pages are packed with stories and editorials that make it a must-read for everyone.



## Transition planning

**Kelsey Majeske**, publisher, **NorDak Publishing**, and **Julie Bergman**, owner, **Julie Bergman Group, MN**

Planning for the future can be tough, but there's great advice out there, whether you're thinking of selling down the line, or you're wondering whether you might one day own your own newspaper. Learn how to set your own newspaper up to be more marketable in the future, and how to approach transition planning, whether you're a buyer or a seller.



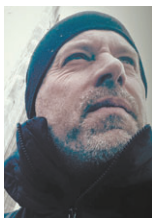
## Luncheon speaker: Teri Finneman

After years of talk about journalism's business model, a team of journalism researchers has spent the past six months looking for actual solutions. Hear the preliminary findings from data collected from hundreds of weekly newspaper publishers and rural readers in Great Plains states on how they see the future of funding news and the early hypothesis being tested with Kansas Publishing Ventures this summer.



## Dakota Spotlight

**James Wolner** has crafted compelling stories from unsolved mysteries in the Midwest, drawing his podcast listeners in with his meticulous research that brings these tragedies to life. Learn how he digs into a story and pulls together clues that keep his audience on the edges of their seats during this behind-the-scenes look into **Dakota Spotlight**.



## Photography roundabout: bring your camera!

During this interactive photography session, hunt down some images during convention and around downtown Bismarck, then hash over techniques, lighting, camera settings, and angles with **the Bismarck Tribune's award-winning photojournalist Mike McCleary**.



## BEST Sales Ideas Roundtable

**Paul Erdelt**, publisher/editor, **Steele Ozone & Kidder County Press**, and **Tara Klostreich**, publisher/editor, **Daily News, Wahpeton**

Focusing your sales energy on proven ideas, building your circulation to take advantage of your market, and how you can fill the gaps and bring in more revenue will be topics at this sales roundtable. And, bring your ideas and campaigns to share, as we'll close this session out with a chance to add your tried and true sales initiatives to the table, AND win a prize!



## 50-50 Challenge in the Hospitality Lounge

When Friday's events are over and it's time to relax in the hospitality lounge, join in the fundraising fun with a 50-50 challenge pitting NDNA President Amy Dalrymple against President Elect Amy Wobbema in a race to see who can sell the most tickets for the NDNA Education Foundation.



## N.D. News Co-op update

**Co-chairs Jill Denning Gackle & Steve Andrist**  
Learn more about the North Dakota News Cooperative, a new news nonprofit that will provide in-depth journalism to North Dakota newspapers. The group has been fundraising and recruiting to fill its enterprise journalist position, and expects to start delivering content to North Dakota newspapers soon.



## Sports Huddle

**Led by: Matthew Semisch, Sports Editor, Bottineau Courant**  
Making your sports pages shine can bring in new readers and keep them excited about their local newspapers. Learn some tips and strategies to covering sports in ways that go beyond the scoreboard.

## Panel of student advisors: Connecting with new journalists

**Panel: Karen Bauer, Asst. Professor of Journalism, Bismarck State College; Malcom Jason, Asst. Professor of Communication, Univ. of Jamestown; Ross Collins, Professor of Communication, NDSU; and Amy Hollar, Instructor, Bismarck State College.**

How can we better connect with young journalists through internships and partnerships to get them interested in careers with North Dakota newspapers? In this session, we'll discuss creating those relationships early on so that N.D. students interested in journalism can gain valuable experiences with our newspapers, and chart a future to a journalism career in N.D.



## Other Information

For Friday's banquet, please choose either Tender Roast Beef or Chicken Cordon Bleu. Please indicate if this is the first time attending a convention for each person in first column below.

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For special dietary needs or other accommodations, please notify NDNA on the registration form.

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 città di Bergamo

Comfortable dress for the entire convention

is encouraged.

## Lodging

A block of rooms has been reserved at the Bismarck Radisson, 605 E. Broadway Ave., Bismarck, ND, 701-255-6000. The room

to book rooms in this block early. Rooms are also available at the Expressway Suites, 180 E. Richmond Expressway, Richmond, MD 201-272-1557, \$59.00 + tax. This block of rooms will be released **April 5, 2022**. It is encouraged

3311. Rate is \$89.95 + tax.  
Please request the NDNA group rate to receive this special pricing, with code "22 News."

# Registration

North Dakota Newspaper Association  
136th Annual Convention • May 5-7, 2022 • Bismarck, ND

## Newspaper/Organization

Contact Person

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Phone:

E-mail

Today's Date

Complete your online registration or fill in the

below and return to NDNA. 1435 Interstate loop.

Bismarck, ND 58503 or fax to 800-223-8185.

Please be sure to mark an "X" in the sessions you will be attending even if they are marked "included" (incl'd).

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